

THE BRIEF

To uncover themes to enable an increase in participation of American Football amongst Gen Z within the UK.

THE RESPONSE

Community members provided a video response to a series of questions and six people were selected to attend a virtual workshop with the NFL team.

THE OUTCOME

Imagen Insights' consultants spent the day discussing ideas, sharing hands-on feedback and helping to co-create NFL's youth participation strategy.



These sessions have allowed us to get authentic real-time insight into groups we are looking to appeal to, to want to play the game and importantly become a long term fan of the sport. The consultants provided honesty, irrespective if good or bad, which helps shapes future business strategies.



David Akosim, Social Media & Youth Marketing Lead, NFL

